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Industry Canada

# Working with Rural Canadians

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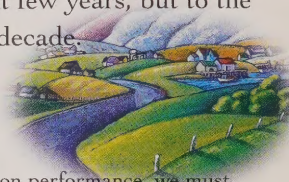


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**C**anada's *Innovation Strategy* builds on our economic and social foundation to develop a more innovative Canada, resulting in jobs and growth and a higher quality of life for all Canadians, including those living in rural areas. This strategy takes a longer view, not just for the next few years, but to the end of the present decade.



To improve our innovation performance, we must create knowledge and bring ideas to market quickly. We must also focus on supporting skills development in both rural and urban centres, improving the business and regulatory climate for innovation in Canada, and strengthening the innovative capacity of communities across the country, in every province and territory. This is especially important to the many Canadians living in rural or remote communities.

Technological change and advances in information technology have made the world a much smaller place. For the one third of Canadians living in rural areas — some 9 million people — the information and communications revolution means they no longer have to be disadvantaged by distance from major centres or isolated by geography and climate.

The Government of Canada is committed to helping Canadians acquire the skills they will need to successfully compete in the new global economy and connect to the Information Highway. It is helping to provide individuals, schools, libraries, small and large businesses, rural and Aboriginal communities, public institutions, and all levels of government with new opportunities for learning, interacting, doing business and developing social and economic potential across distances great and small.

Through *Canada's Innovation Strategy*, the federal government is providing national leadership in the following areas:

- 1) **Canada On-Line:** providing all Canadians, including those in rural and remote communities, with the opportunity to access a world-leading Information Highway infrastructure.
- 2) **Smart Communities:** using information technology to develop local economic opportunity and connect local governments, schools, businesses, citizens, and health and social services.
- 3) **Canadian Content On-Line:** increasing the availability of Canadian content on-line — content that reflects Canadian values, achievements and aspirations, and makes Canada a leading-edge supplier of on-line content and applications to the world.
- 4) **Electronic Commerce:** creating an environment that encourages greater use of innovative e-commerce applications and making Canada a world leader in the adoption and use of e-business.
- 5) **Government On-Line:** putting government services on-line to provide Canadians with better access to government information and programs.
- 6) **Connecting Canada to the World:** promoting Canada as a leading-edge economy, thereby making Canada more attractive to foreign investors and establishing Canada as a global hub of the knowledge-based economy.

Industry Canada contributes to *Canada's Innovation Strategy* through programs like the following:

- The *Community Access Program* is establishing public Internet access sites across Canada. The program uses public locations such as schools, libraries and community centres to provide Internet access and computer training to Canadians.

- The *Student Connection Program* (SCP) provides Internet training and e-commerce solutions for small and medium-sized enterprises (SMEs) and seniors. From planning, evaluating and promoting a Web site to incorporating electronic payment processes into on-line activities, SCP E-Commerce First Step services help SMEs develop a greater understanding of how e-business can benefit them. SCP services are delivered by highly trained college and university students and recent graduates who are certified to become Student Business Advisors.
- *Canada's SchoolNet* works with its partners in the provinces and territories and with the education community to help integrate information and communication technology into the learning environment. With over 5000 e-learning resources available, SchoolNet provides valuable tools for students and educators alike.
- The *Computers for Schools* program has repaired and refurbished hundreds of thousands of surplus computers donated by federal and provincial governments and private-sector organizations to Canadian schools and libraries.
- The *Smart Communities* program takes advantage of new technologies for life-long learning, growing businesses and better health-care services. A Smart Community project has been established in each province, in Canada's North and in an Aboriginal community to demonstrate government-private sector collaboration in delivering services to communities through the use of information technologies.
- *Strategis*, Canada's largest business information Web site, provides businesses and individuals — no matter where they're located — with useful, up-to-date on-line information on local and foreign markets, commodities, companies, small business support, economic forecasts and more.



- The *Canadian Network for the Advancement of Research, Industry and Education* (CANARIE) is an industry-led, not-for-profit consortium. CANARIE, via provincial research networks, links universities, community colleges, research laboratories and other institutions across the country. CA\*net 4, CANARIE's next generation network, will help position Canada as a world leader in research networking. High-speed, advanced networks are essential to supporting innovative, leading-edge research, which will deliver benefits in such key areas as e-health, e-learning and e-commerce to all Canadians.



## Nurturing the

# Rural Economy

Industry Canada encourages the home-grown capabilities of small communities by helping rural Canadians use knowledge, technology and entrepreneurial skills to capitalize on opportunities in an increasingly competitive global economy. The Department provides Canadians with the tools and skills that will encourage and strengthen their innovative capacity. With its partners within the Industry Portfolio, Industry Canada offers a wide range of services to all Canadians — small businesses, students, seniors, regions and communities — that can help them realize their potential and prepare for opportunities in the 21st century. Some of these services are:

**Financial support:** The *Business Development Bank of Canada* and *Canada Small Business Financing Act* help with start-up, research and development, productivity improvements or expansion costs. The *Canada Community Investment Plan* brings risk capital to growing firms outside major financial centres.

**Business information and market intelligence:**

*Canada Business Service Centres*, located in each province and territory, help Canadians develop business plans, expand markets and explore the potential for export. *BusinessGateway.ca*, the Government of Canada's business portal, leads Canadians to the business information, tools and services they need to do business.

*Strategis*, Canada's leading business and consumer information Web site, provides timely and critical information tools and services to help businesses compete effectively and showcases Canadian capabilities to the world.

**Community economic development:** *Community Futures Development Corporations* (CFDCs) and, in Atlantic Canada, *Community Business Development Corporations* (CBDCs), receive significant funding from the Government of Canada to assist rural and small-town Canadians to develop and diversify their local economies and support new or existing local businesses with financing, business counseling and other services. CFDCs and CBDCs are community-based organizations governed by local volunteer boards drawn from the private sector, other community organizations and local governments. They operate in partnership with the Atlantic Canada Opportunities Agency, Canada Economic Development for Quebec Regions, Industry Canada/FedNor, and Western Economic Diversification Canada.

**International trade:** The *International Trade Centres* and *Regional Trade Networks* provide businesses with the information, skills and tools they need to become export-ready or to enable them to expand to new foreign markets.

*Team Canada Inc* is a one-stop shop for export services and a virtual trade network that offers Canadian businesses a point of access to a broad range of government export service providers.

**Expert advice:** The *Canadian Technology Network* links federal and provincial government laboratories and agencies, universities, community colleges, industry associations, technology centres and economic development agencies. Together, these organizations provide innovative Canadian companies with quick and personal access to expertise, advice and information on how to meet technological and related business challenges.



## Looking Out for Rural Consumers

Industry Canada's marketplace policies and programs provide rural Canadians with the information and confidence they need to go about their business. At the same time, they provide equitable and consistent rules for companies doing business everywhere in Canada.

The Department administers dozens of pieces of legislation covering a range of areas, including:

- bankruptcy
- competition policy
- consumer information
- consumer packaging and labelling
- consumer products
- electricity and natural gas meters
- environmental labelling guidelines
- incorporation
- measurement accuracy
- misleading advertising
- patents, trademarks and copyright

Canada Business Service Centres

1-888-576-4444

**<http://www.cbsc.org>**

*Canada's Innovation Strategy*

**<http://www.innovationstrategy.gc.ca>**

Canada's Local Internet Creations

1-800-465-7766

**<http://collections.ic.gc.ca/clic/e>**

Canada's SchoolNet

1-800-575-9200

**<http://www.schoolnet.ca>**

Canadian Consumer Information Gateway

(613) 946-2576

**<http://consumerinformation.ca>**

Canadian Network for the Advancement of Research,  
Industry and Education (CANARIE)

(613) 943-5454

**<http://www.canarie.ca>**

Canadian Technology Network

**<http://www.ctn.nrc.ca>**

Community Access Program

1-800-575-9200

**<http://cap-pac.ic.gc.ca>**

Community Business Development Corporations

1-800-561-7862

**<http://www.acoa.ca/e/financial/community.shtml>**

Community Futures Development Corporations

**<http://www.communityfutures.ca>**

Computers for Schools

1-888-636-9899

**<http://www.schoolnet.ca/cfs-ope>**

Connecting Canadians

1-800-575-9200 or TTY 1-800-465-7735

**<http://www.connect.gc.ca>**



Information Highway, Science and  
Entrepreneurship Camps

1-800-268-6608

**<http://www.schoolnet.ca/ise>**

International Trade Centres

1-888-811-1119

**[http://strategis.gc.ca/sc\\_mrkti/itc\\_cci/](http://strategis.gc.ca/sc_mrkti/itc_cci/)**

Regional Trade Networks

1-888-811-1119

**<http://exportsource.ca>**

SkillNet.ca

1-800-575-9200

**<http://www.skillnet.ca>**

Smart Communities

1-800-575-9200

**<http://smartcommunities.ic.gc.ca>**

Strategis

1-800-328-6189

**<http://strategis.gc.ca>**

Student Connection Program

1-888-807-7777

**<http://www.scp-ebb.com>**

Team Canada Inc

1-888-811-1119

**<http://exportsource.ca>**

*Your Guide to Government of Canada Services and  
Support for Small Business*

1-800-328-6189

**<http://strategis.gc.ca/smeguide>**

- 
- precious metals and gemstones
- 
- radio frequency licensing
- 
- textile fibre and care labelling
- 

The *Canadian Consumer Information Gateway* gives Canadians seamless access to consumer information from credible sources such as federal, provincial and territorial governments and agencies and selected non-governmental organizations. It helps consumers be more confident, better protected and more effective in the marketplace.



# Creating Opportunities

## **for Young Rural Canadians**

We live in a world where employability is increasingly linked to the use of technology. Industry Canada's programs for young rural Canadians respond to this reality by helping provide them with access to the skills and tools they need to find their way in today's complex and demanding economy. Industry Canada's contributions to the Youth Employment Strategy include the following:

- *SkillNet.ca* provides on-line services and tools to help Canadian employers and job seekers use the Internet for recruitment, career, labour information and learning.
- The *Student Connection Program* assists youth in making successful school-to-work transitions by providing them with valuable on-the-job technology and business experience as well as opportunities to network with potential future employers.

- The *SchoolNet Youth Employment Initiative*, part of the Youth Employment Strategy, helps Canadian youth develop and strengthen employability skills through work terms for high school, college and university graduates.
- Through the *Community Access Program*, young Canadians 15–30 years old are hired to provide Internet training at Internet access sites across Canada. The program enables public locations such as schools, libraries and community centres to provide Internet access and computer training to Canadians.
- *Information Highway, Science and Entrepreneurship Camps* provide meaningful, short-term work experiences that encourage young people to develop their interest and skills in technology, science and entrepreneurship.
- *Canada's Local Internet Creations* helps hire young Canadians from areas where digital needs are greatest to create Web sites and on-line resources about their communities.

## How Can Industry Canada

# Serve You?

New ideas, innovative technologies and skills building are all part of *Canada's Innovation Strategy*, a Canadian vision of the future. Find out more by contacting the Industry Canada office nearest you, or by contacting the programs and initiatives listed below.

Business Development Bank of Canada

1-888-463-6232

<http://www.bdc.ca>

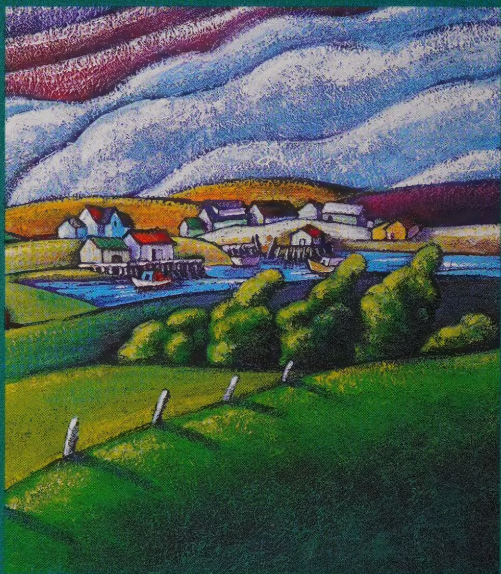
BusinessGateway.ca

1-866-287-4283

<http://BusinessGateway.ca>



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